

Michigan NETStalk

Michigan Network of Employers For Traffic Safety

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NETS Advisory Council members • Detroit Edison • Traffic Safety Association of Michigan
United Parcel Service • Pharmacia & Upjohn Inc. • Spartan Stores, Inc. • Cook Institute • General Motors • Kellogg Company

Parent-Teen Communication Essential For Safe Driving

Most parents are unaware of their teen's driving habits when they are not in the car with them, according to survey results released recently by Liberty Mutual and SADD (Students Against Destructive Decisions/Students Against Driving Drunk.) The best time and place to teach safe driving is when parents and teens are together putting in quality time until the teen reaches the next plateau—driving alone. A new tool is available to help parents take a more active role in encouraging safe driving behaviors by their teens.

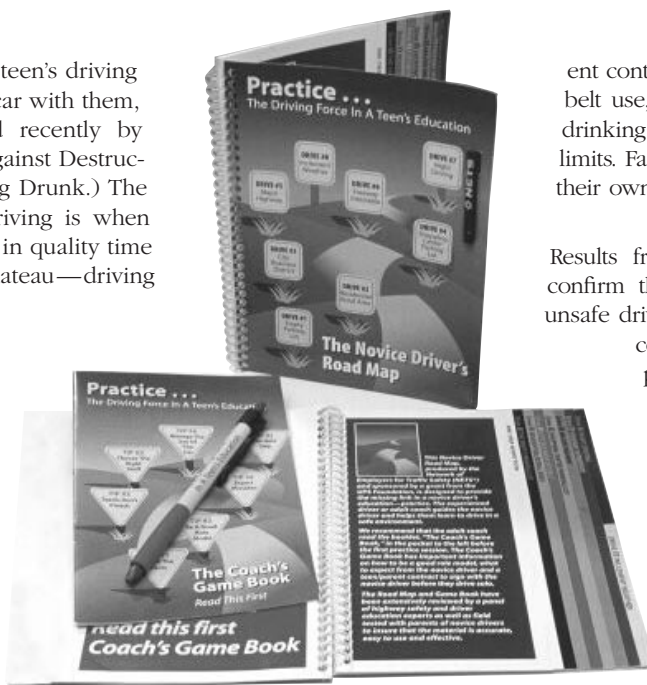
The Novice Driver's Road Map is a practice guide to help parents and teens navigate the challenging process of learning safe driving behaviors. The guide was developed by NETS National under a grant from The UPS Foundation.

The parent or adult coach using **The Road Map** is not expected to be a driving instructor, but a guide to the novice driver and to help them learn to drive in a safe environment through a series of eight progressively difficult drives or practice sessions.

A **"Coach's Game Book"** is included with important information on how to select a good driving school. It also includes a teen/par-

ent contract that addresses topics such as safety belt use, number of other teens in the vehicle, drinking and driving and observance of speed limits. Families can use the contract to establish their own individual rules.

Results from the Liberty Mutual/SADD survey confirm that many teenagers routinely practice unsafe driving habits including speeding (77 percent) and not wearing safety belts (40 percent.)



The Road Map and **Coach's Game Book** were created with assistance from a panel of highway safety and driver education experts, field-tested with a focus group of parents and pilot-tested in three states.

Feedback indicates The Road Map is extremely effective due to its simple, user-friendly, step-by-step instructions. NETS is offering the package to employers

to give to employee parents, caregivers, grandparents and guardians of new drivers as well as to the general public.

The Novice Driver's Road Map retails for \$14.95 with price breaks offered for volume orders. For more information, contact NETS National at 888.221.0045 or online at www.trafficsafety.org.



NEWS YOU CAN USE

Highway Crashes Remain Leading Cause of Occupational Fatalities

Despite an increase in employment, the number of fatal work injuries in 1999 was 6,023, nearly the same number as the previous year, according to the Census of Fatal Occupational Injuries, conducted by the Bureau of Labor Statistics (BLS).

Highway crashes continued as the leading cause of on-the-job fatalities in 1999. Highway fatalities increased slightly over 1998 and reached the highest level since the BLS fatality census began in 1992. Slightly over 40% of the 1,491 people killed were truck drivers.

The AAA Foundation Offers Booklet to Help Older Drivers

The AAA Foundation for Traffic Safety has released *How To Help an Older Driver*, which covers all aspects of older driver safety. Not all older drivers are unsafe, but the crash rate for drivers aged 55 and older increases with age. The foundation produced the booklet to help families understand how aging affects driving.

The booklet describes physical changes and offers strategies that older drivers can use to improve their safety. This includes vehicle modifications (e.g., adding wider mirrors), features to look for in choosing a car, and lifestyle changes such as getting more exercise.

One section of the booklet focuses on "retiring from driving" and lists alternative ways to get around without driving. An appendix includes the address, phone number, and Internet address for every state department of motor vehicles.

For a free copy of the booklet, contact the AAA Foundation, fax (202) 638-5943; website www.aaafoundation.org.

1935 PA59; 1,100 copies @\$.33 per copy, total \$362.14

2000 Drive Safely Work Week Campaign a Huge Success

The Michigan Network of Employers for Traffic Safety designated September 11–15, 2000 as **Drive Safely Work Week** (DSWW), a traffic safety campaign for the workplace. Michigan NETS was joined by the Michigan Office of Highway Safety Planning, AAA Michigan, Michigan Department of Transportation, the Traffic Safety Association of Michigan, United Parcel Service and General Motors along with 27 other NETS partner states that promoted this campaign.



This year's campaign theme—"Safe Driving is Good Work"—was designed to help employers create awareness of traffic safety issues within their organizations. Nationally, more than 2,500 companies and organizations joined NETS in marking the fourth annual DSWW campaign.

Nearly 500 Michigan businesses received specially produced kits to promote DSWW. The Michigan Municipal Risk Management Authority went even further, purchasing 200 kits for major association members, urging them to emphasize the importance of safe driving in the workplace.



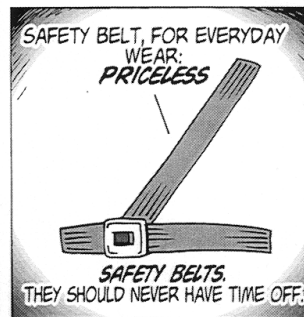
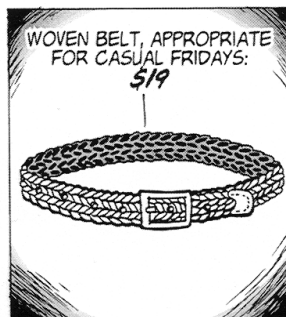
MDOT electronic message boards were used on well-traveled state highways throughout Michigan to help promote the campaign. Motorists saw the message boards along I-75, I-96 and I-94 in the metro Detroit area and north to the Mackinaw Bridge in St. Ignace.

"We want to save lives and lower crash rates by raising awareness," said campaign spokesperson Larry Givens, vice president for AAA Michigan. "Driving safely should be a part of every trip, every day, on or off the job," Givens said.

NETS believes most motor vehicle crashes are avoidable if drivers keep their mind on the road—and on safety—and avoid behaviors that greatly increase their risk of becoming a traffic statistic.

Thanks to all the Michigan businesses that participated in Drive Safely Work Week. Your willingness to promote traffic safety in the workplace helps create awareness to end preventable, unnecessary and costly traffic crashes that effect our workforce.

ROAD-WISE



NETS
Network of Employers
For Traffic Safety

Subscription Service Can Help Employers Monitor Employee Driving Performance

by Secretary of State Candice S. Miller

Managing a workforce poses special challenges. In addition to keeping employees motivated to perform well on the job, there is the day-to-day business of meeting payroll, monitoring insurance coverage and generally keeping the office running smoothly. When employees are hired to drive, either for their work or in the course of their work, there are still other requirements that must be met. For example, the Commercial Motor Vehicle Safety Act of 1986 requires employers who have commercial drivers in their employee pool to obtain a copy of the employee's driving record annually.

There have been instances when drivers have caused serious injury or death in the course of driving professionally, even though they did not have a valid license. Such circumstances pose serious risks for employers who could be held liable in such instances. Just as important, most employers will want to help employees who may have driving related problems. However, it's difficult to help someone if you don't know that help is needed.

Fortunately, employers have a partner in the Michigan Secretary of State, which will help you monitor the driving performance of your employees through a subscription service for driver record lookups. For nearly 10 years, the department has offered this customer service to make it easy for private and public sector employers to obtain the driving records of their employees on an annual basis. After an initial record is sent to the employer, any future violations, restrictions, suspensions or revocations posted to the employee's record will be automatically sent to the employer as well.

Currently, there is no charge for taking advantage of this customer service other than the mandated fee of \$6.55 for each driver record obtained. Commercial subscribers are billed on a monthly basis for

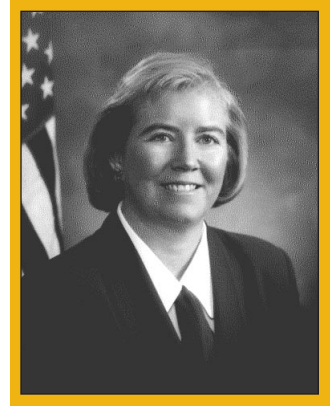
the records they receive and governmental agencies are provided driver records at no fee.

The popularity of the subscription service has grown over the years. Today, there are 1,181 record lookup subscription accounts, covering some 1.8 million drivers.

Signing up for the subscription service is easy. Interested companies submit several documents to the Bureau of Driver and Vehicle Records, Customer Services Division in Lansing. For potential commercial subscribers, a completed contract and completed Driver Privacy Protection Act request form, citing the company's permissible purpose for obtaining the record information, must be submitted. Once the paperwork has been completed, a confirmation letter is sent to the employer and the service begins. It is important to note that employers are provided forms for adding or deleting employee names from the account. In each instance, the Secretary of State's Office will need the driver's full name, date of birth and Michigan driver license number.

To learn more about the Secretary of State's Subscription Service or to obtain the necessary forms, please contact Sheri DeMarco at 517/322-5264 or e-mail: DeMarcoS@sosmail.state.mi.us

The Secretary of State's Office is committed to helping employers monitor their employees' driving performance. For a complete look at the department's informational brochures on driving and traffic safety, visit our web site at: www.sos.state.mi.us



Check Your Calendar. May 15–16, 2001

The 6th Annual Michigan Traffic Safety Summit will be held May 15–16, 2001, at the Amway Grand Plaza Hotel, Grand Rapids. The Traffic Safety Summit is sponsored by the Michigan Traffic Safety Management Steering Committee, the Michigan State Safety Commission, the Michigan Office of Highway Safety Planning and the Michigan Department of Transportation. Traffic safety advocates throughout the state will be gathering at this central location to create new and improved traffic safety partnerships. Our traffic safety partners will discuss current trends in law enforcement, legislation, roadway engineering, vehicle design, and driver attitudes. The 6th Annual Summit will be a reflection of new and emerging issues as

well as innovative ways to increase safety belt use and address the impaired driving problem.

This Summit will provide valuable information and the opportunity to strengthen partnerships, discover new ideas and develop strategies for the 21st century. If you would like an invitation to attend this conference or an opportunity to exhibit, please contact: Sandy Brown at the Office of Highway Safety Planning after March 1, 2001 by calling (517) 333-5301. Additional information on the Summit can be obtained by logging on OHSP's website at www.ohsp.mi.us.



MICHIGAN TRAFFIC SAFETY SUMMIT





State of Michigan
Department of State Police
Office of Highway Safety Planning
4000 Collins Road
P.O. Box 30633
Lansing, MI 48909



Safe Communities partners with Michigan NETS



Michigan Safe Communities is a program that invites local community leaders, organizations, employers and citizens to work with the Office of Highway Safety Planning (OHSP) to prevent traffic crashes, violence and substance abuse in their communities. To become a safe community, a coalition should be in place in the community consisting of local leaders who will then complete a problem identification process. One available tool is called Assessing Community Traffic Safety (ACTS). The ACTS software is provided by OHSP free-of-charge and will help to provide injury prevention program ideas.

Recently, Wendy Ryder, director of Allegan Emergency Medical Services and a safe community coalition member, invited major employers in Allegan County to a NETS presentation in October. Ten employers participated in a training seminar that was spon-

sored by Allegan General Hospital. The hospital provided a conference room, AV equipment and breakfast for the attendees. The training seminar examined the economic cost of traffic crashes and what costs are typically written off by employers as a cost of doing business. The training session demonstrated that implementing a traffic safety program could dramatically reduce business costs.

This NETS traffic safety training seminar is an example of how safe communities and NETS are working together to provide local communities and businesses an opportunity to partner with one another. If you are interested in knowing whether your community is participating in this program, please contact NETS Coordinator, Dan Vartanian at the Office of Highway Safety Planning by calling (517) 333-5322.

